

PHILIP MORRIS USA

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TO: Jeanne Bonhomme

DATE: September 2, 1993

FROM: Adrian Marrullier

SUBJECT: V-Wear Research - Comments

This provides a copy for the Next Steps section to be added to the V-Wear Research memo to be issued this week.

Next Steps

As a follow-up to the V-Wear focus groups a cross functional team which included members of the VS Brand Group, PM Consumer Research, LBCo. (client service, research & creative) as well as the moderator met to discuss consumer reactions to the V-Wear concept and make final merchandise selections.

As a result of this meeting, 12 items were selected for the final catalog based on the strength of their appeal to the broadest audience and their fit within the concept (see attachments A&B). In addition, several "alterations" were made to select items to broaden their appeal and provide a more modern, up to date look to the merchandise.

These updated items were reviewed with Management and photographed at the V-Wear shoot held during the week of 8/26.

In an effort to provide more accurate fulfillment information, Brand proposes to conduct quantitative research utilizing the final catalog layout. Used in conjunction with historical redemption analysis, this standard technique utilized by catalogers factors into account layout and positioning within the catalog to determine purchase interest.

cc: C. Murray

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